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Claims as Amended and New Claims
(not marked up)

1. A system for creating a web based tour for an item of interest including the steps of:

establishing a tour identity;

associating one or more reference images with the tour identity;

positioning one or more reference icons on one or more of said reference images, each of said reference icons being associated with a further reference image;

and wherein a position of each of said reference icons is selected to provide information relating to said further reference image.

2. A system for creating a web based tour according to claim 1, wherein said tour identity optionally has associated therewith a tour description.

3. A system for creating a web based tour according to claim 1, wherein each of said reference images optionally has an associated image description.

4. A system for creating a web based tour according to claim 3, including a reference image and a respective associated image description collectively form page and wherein said tour consists of a plurality of pages collected together as a list of pages.

5. A system for creating a web based tour according to claim 4, wherein each page is prepared according to a template selected from a number of predetermined template styles.

6. A system for creating a web based tour according to claim 1, wherein said reference images are stored on one or more remote host servers.

7. A system for creating a web based tour according to claim 1, wherein at least one of said reference images is a map.

8. A system for creating a web based tour according to claim 1, wherein at least one of said reference images is a plan.

9. A system for creating a web based tour according to claim 1, wherein each of said reference icons serves to provide information regarding said further reference image associated therewith.

10. A system for creating a web based tour according to claim 1, wherein said item of interest is real estate.

Claims 11-12 (Cancelled)

13. A system for creating a web based tour for an item of interest including the steps of:

establishing a tour identity;

associating one or more reference images with the tour identity;

positioning one or more reference icons on one or more of said reference images, each of said reference icons being associated with a further reference image;

and wherein a position of each of said reference icons is selected to provide information relating to said further reference image.

14. A system for creating a web based tour according to claim 13, wherein said tour identity optionally has associated therewith a tour description.

15. A system for creating a web based tour according to claim 1, wherein each of said reference images optionally has an associated image description.

16. A system for creating a web based tour according to claim 15, wherein a reference image and a respective associated image description collectively form a page, and wherein said tour consists of a plurality of pages collected together as a list of pages.

17. A system for creating a web based tour according to claim 16, wherein each page is prepared according to a template selected from a number of predetermined template styles.

18. A system for creating a web based tour according to claim 13, wherein said reference images are stored on one or more remote host servers.

19. A system for creating a web based tour according to claim 13, wherein that at least one of said reference images is a map.

20. A system for creating a web based tour according to claim 13, wherein at least one of said reference images is a plan.

21. A system for creating a web based tour according to claim 13, wherein each of said reference icons serve to provide information regarding said further reference image associated therewith.

22. A system for creating a web based tour according to claim 13 wherein said item of interest is real estate.

23. A system for creating a web based tour according to any one of claims 13 to 22, further including the step of:

receiving user input indicating the position of the at least

one icon on the at least one reference image, and indicating an association between each icon and the further reference image, and wherein each reference icon is positioned in response to the user input.

24. A system for creating a web based tour according to claim 23, further including the step of:

displaying to the user the at least one reference image, allowing the user to subsequently provide the user input whilst viewing the at least one reference image.

25. A system for creating a web based tour according to claim 23 or 24, wherein the user input indicating the position of an icon is provided by clicking on a part of a displayed image.

26. A system for creating a web based tour according to claim 19, wherein the at least one reference icon is positioned on the map, at least one of the associated further images relates to the item of interest, and the position of the reference icon indicates the position of the item of interest on the map.

27. A method for creating a web based tour for an item of interest including the steps of:

establishing a tour identity;

associating at least one reference image with the tour

identity;

positioning at least one reference icon on at least one of said reference images, each of said reference icons being associated with a further reference image; and

wherein a position of each of said reference icons is selected to provide information relating to said further reference image.

28. A method for creating a web based tour according to claim 27, wherein said tour identity optionally has associated therewith a tour description.

29. A method for creating a web based tour according to claim 27, wherein each of said reference images optionally has an associated image description.

30. A method for creating a web based tour according to claim 29, wherein a reference image and a respective associated image description collectively form a page and wherein said tour consists of a plurality of pages collected together as a list of pages.

31. A method for creating a web based tour according to claim 30, wherein each page is prepared according to a template selected from a number of predetermined template styles.

32. A method for creating a web based tour according to claim 27, wherein said reference images are stored on one or more remote host servers.

33. A method for creating a web based tour according to claim 27, wherein at least one of said reference images is a map.

34. A method for creating a web based tour according to claim 2, wherein at least one of said reference images is a plan.

35. A method for creating a web based tour according to claim 27, wherein each of said reference icons serve to provide information regarding said further reference image associated therewith.

36. A method for creating a web based tour according to claim 27, wherein said item of interest is real estate.

37. A method for creating a web based tour according to any one of claims 27 to 36, further including the step of:

receiving user input indicating the position of the at least one icon on the at least one reference image, and indicating an association between each icon and the further reference image, and wherein each reference icon is positioned in response to the user input.

38. A method for creating a web based tour according to claim 37, further including the step of:

displaying to the user the at least one reference image, allowing the user to subsequently provide the user input whilst viewing the at least one reference image.

39. A method for creating a web based tour according to claim 24 or 37, wherein the user input indicating the position of an icon is provided by clicking on a part of a displayed image.

40. A method for creating a web based tour according to claim 37, wherein the at least one reference icon is positioned on the map, at least one of the associated further images relates to the item of interest, and the position of the reference icon indicates the position of the item of interest on the map.

41. A method for creating a web based tour, the tour having at least one image and at least one reference icon, each icon to be associated with at least one of said image, the method including the step of:

receiving user input indicating the position of the at least one icon on a first image and an association between said icon and at least one further image of said images wherein the

position of the each icon on the first image provides information about the respective associated further image.

42. A method for creating a web based tour according to claim 41, further including:

configuring the tour to display the at least one icon on the first image, at the position indicated by the user input.

43. A method for creating a web based tour according to claim 42, further including:

displaying the tour with the at least one icon displayed on the first image, at the position indicated by the user input.

44. A method for creating a web based tour according to claim 42 or 43, wherein the configuring step includes providing a link between each reference icon and its associated further image.

45. A system for creating a web based tour, the tour having at least one image and at least one reference icon, each icon to be associated with at least one image, the system including:

a receiver to receive user input indicating the position of the at least one icon on first image and an association between said icon and at least one further image of said images wherein the position of the each icon on the first image provides information about a respective associated further image; and a tour creation

element to create a web based tour configured to display the at least one icon on the first image, at the position indicated by the user input.

46. A computer readable medium, encoded with data representing a computer program, which can be used to direct a programmable device to perform the system of any one of claims 13 to 26 and 45.

47. A computer readable medium, encoded with data representing a computer program, which can be used to direct a programmable device to perform the method of any one of claims 27 to 44.

48. A computer program element comprising a computer program code means to make a programmable device execute the system of any one of claims 13 to 26 and 45.

49. A computer program element comprising a computer program code means to make a programmable device execute the method of any one of claims 27 to 44.